

## A COMPARATIVE STUDY BETWEEN DOMINO'S AND PIZZA HUT

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### **ABSTRACT**

*According to market researches and surveys Indians have become the major customers of Pizza. Two of the best brands which holds the highest market shares, are Domino's and Pizza Hut. The main purpose of the study is to look at the preference of consumers towards the purchase of Pizzas and their opinion about the consumption patterns. This study is both descriptive and analytical with an objective to examine the purchase preference of consumers on Pizza. The statistics is computed from survey using well-structured questionnaire to extract the options of the customers. This study finds the comparison between the Domino's and Pizza Hut consumers towards their preference, liking of services and affordability. This study is useful to entice further strategies for improving customer indulgence with Pizza. Moreover, it will enable the marketers also to improve their products based upon the preference of the customers.*

**KEYWORDS:** *Domino's, Pizza Hut, Customer Preference, Consumption Patterns, Customer Indulgence & Marketing Strategies*

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### **1. INTRODUCTION**

Countries like India are nowadays entering into foreign culture by changing their food habits. According to market researches and surveys Indians have become the major customers of Pizza as a result the sellers originated with various sales promotional tools aiming the consumers by introducing different varieties along with some additives which enables the marketing of Pizza.

Two of the best brands which holds the highest market shares are Domino's and Pizza Hut. Youth as well as children are consuming Pizza as a routine habit in their fast life style as they can be prepared and served based upon their tastes and preferences by giving good taste with added flavours. It is available in different sizes and flavours to attract different set of customers.

### **2. NEED FOR THE STUDY**

The main purpose of the study is to look at the preference of consumers towards the purchase of Pizzas and their opinion about the consumption patterns. It scrutinizes how far the Domino's and Pizza Hut are providing satisfaction to customers. This study is useful to entice further strategies for improving customer indulgence with Pizza. Moreover, it will enable the marketers also to improve their products based upon the preference of the customers.

### **3. OBJECTIVES OF THE STUDY**

- To Study the history of Domino's Pizza and Pizza Hut to understand their marketing practices.
- To analyze the attitude of consumers towards their purchase preference.
- To analyze the predominant factors affecting the consumer behavior on purchase of Pizza.
- To make a comparative study between Domino's Pizza and Pizza Hut based on consumer preferences.

#### 4. RESEARCH METHODOLOGY

This study is both descriptive and analytical with an objective to examine the purchase preference of consumers on Pizza. The sample size is 80 and the data collected from the study area is Chennai.

Primary data was collected through Random sampling method by using a well-structured questionnaire. The analysis was done based on the inputs received from the consumers. Secondary data was collected from Publications, Magazines, Journals, Reports, Periodicals, Research Articles and Manuals.

#### 5. HISTORY OF DOMINO'S PIZZA

In 1960, Tom and James Monaghan Started Domino's American multinational Pizza restaurant. By 1978, it experienced a rapid growth and 200 stores were expanded. The first international store in Canada was opened in 1983. In one day seven stores were opened across five continents Italian - American cuisine menu was well known for its taste and provides pizza and pasta along with side dish and deserts.

- Domino's treats people in the way they like to be treated.
- They produce quality products at low price.
- They wanted to grow in a faster way.
- Domino's measures, manages, and shares what is important for the consumers.
- It sets the target high and never stops.
- They promote from within.
- "Fastest Delivery Service" is the main mission of Domino's pizza.

#### 6. HISTORY OF PIZZA HUT

Pizza Hut was Started in the year 1958 by Dan and Frank carney regarding the consumer behaviour. John Bender joined with them as a partner and opened their first restaurant. In Topica, Kansas first franchise was opened after a year. Ironically Domino's was founded by sibling, Tom and James Monaghan.

- On the basis of target their goal is to reach 85% recognition of the new product.
- Increase the revenue and profits is the main goal of Pizza hut.
- Customer satisfaction is considered as the foremost, important goal of the company.
- Integrity, 'ethics', 'open', communication is what they preach.

#### 7. THE ANALYSIS

##### 7.1 Demographic Profile of the Respondents

**Table 1: Age of the Respondents**

Age of the Respondents	Frequency	Percentage
Less than 25	34	42.5
26-45	27	33.8
46 – 65	10	12.5
Above 65	9	11.2
<b>Total</b>	<b>80</b>	<b>100</b>

**Table 2: Gender of the Respondents**

Gender of the Respondents	Frequency	Percentage
Male	50	62.5
Female	30	37.5
<b>Total</b>	<b>80</b>	<b>100</b>

**Table 3: Nature of Family of the Respondents**

Nature of Family of the Respondents	Frequency	Percentage
Nuclear family	62	77.5
Joint family	18	22.5
<b>Total</b>	<b>80</b>	<b>100</b>

**Table 4: Family Income of the Respondents**

Family Income of the Respondents	Frequency	Percentage
Up to 10000	12	15
10001-25000	30	37.5
25001-50000	28	35
Above 50000	10	12.5
<b>Total</b>	<b>80</b>	<b>100</b>

### 7.1.1 Interpretation of Demographic Profile

From the above Table 1, it can be inferred that 42.5% belong to the "below 25" age category followed by 26 to 45 years which displays the percentage as 33.8%. Table 2 reveals about the gender of the respondents, majority are male (62.5 %) and remaining (37.5 %) are female. As far as the family is concerned nuclear family reveals more percentage than a joint family. Regarding the family income, table 4 displays that majority of the respondents have the family income between 10001 and 25000 (37%) followed by 25,001 to 50,000 which reveals 35%.

### 7.2 Consumer Preferences towards Pizza

**Table 5: Preference on Pizza Joint**

Pizza Joint	Frequency	Percentage
Pizza Hut	33	41.25
Domino	46	57.5
Others	1	1.25
<b>Total</b>	<b>80</b>	<b>100</b>

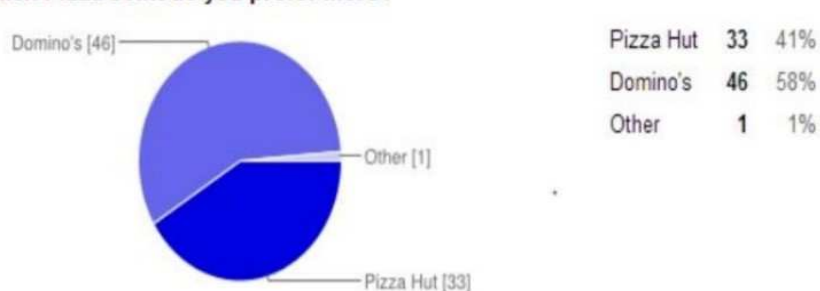
**Which Pizza Joint do you prefer more?****Figure 1: Preference on Pizza Joint.**

Table 6: Liking of Services

Liking the most	Frequency	Percentage
Pizza Hut	35	43.75
Domino	45	56.25
Others	0	--
<b>Total</b>	<b>80</b>	<b>100</b>

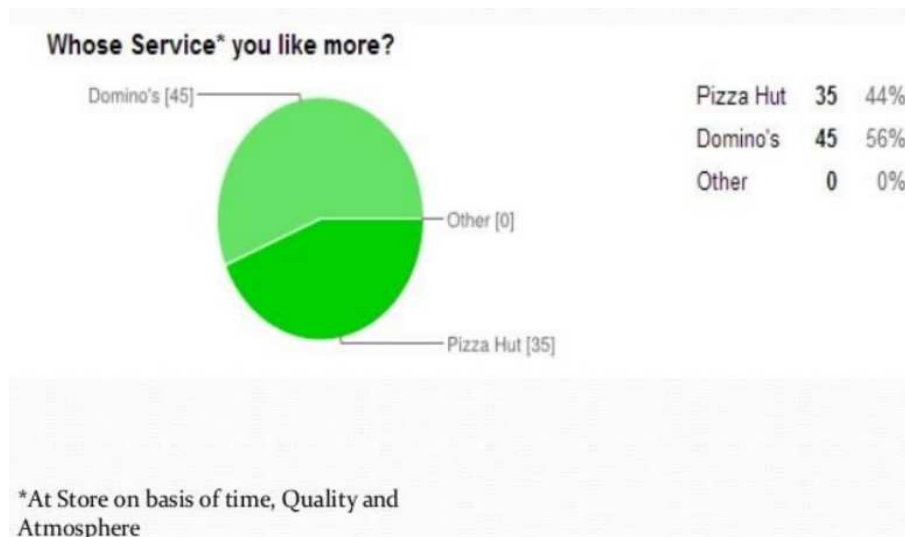
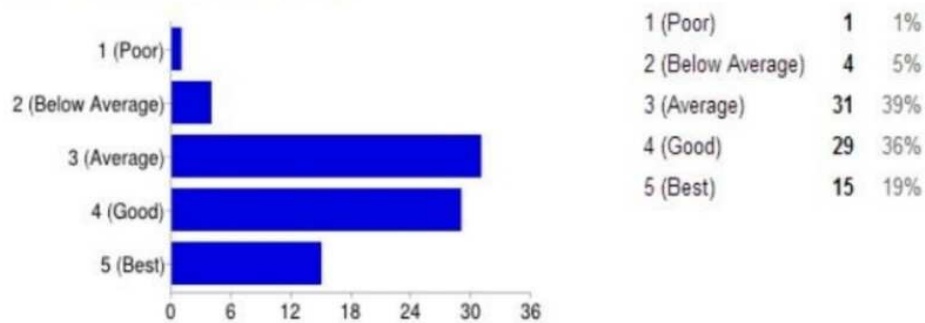


Figure 2: Liking of Services.

Accessibiliy [Rate "Pizza Hut" ]



Accessibiliy [Rate "Domino's" ]

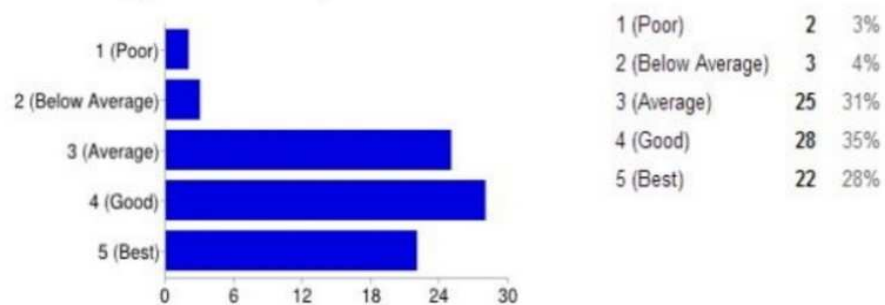


Figure 3

### What are the reasons for your preference for pizza ?

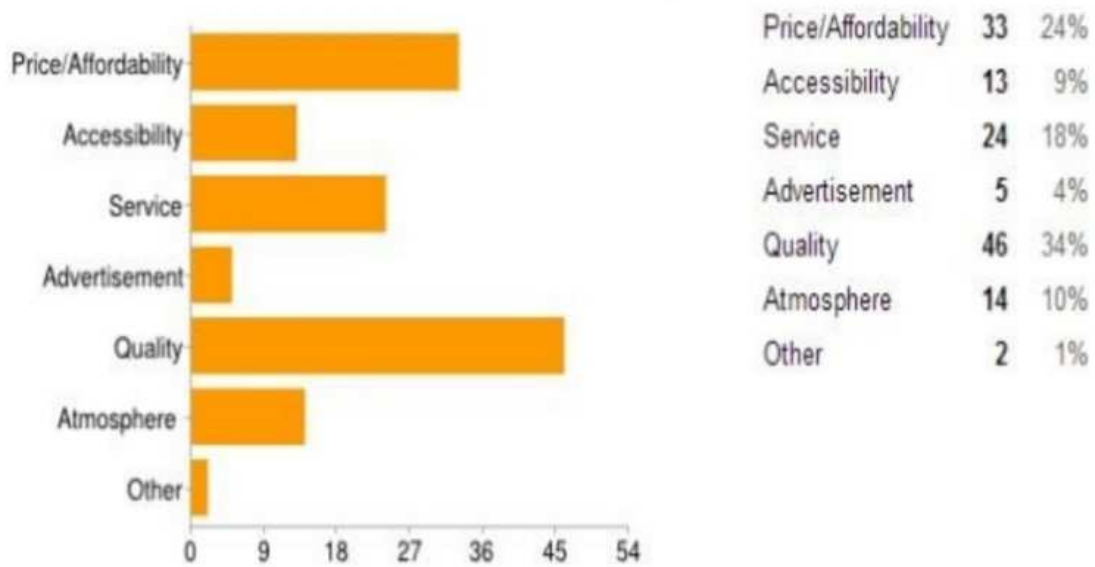
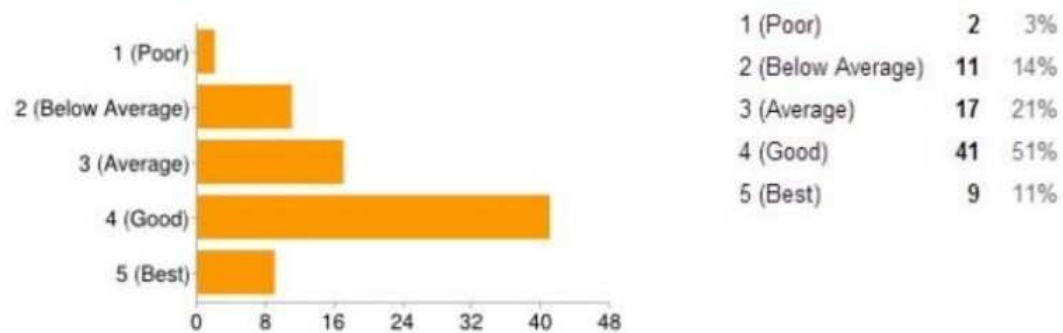


Figure 4

### Price [Rate "Pizza Hut" ]



### Price [Rate "Domino's" ]

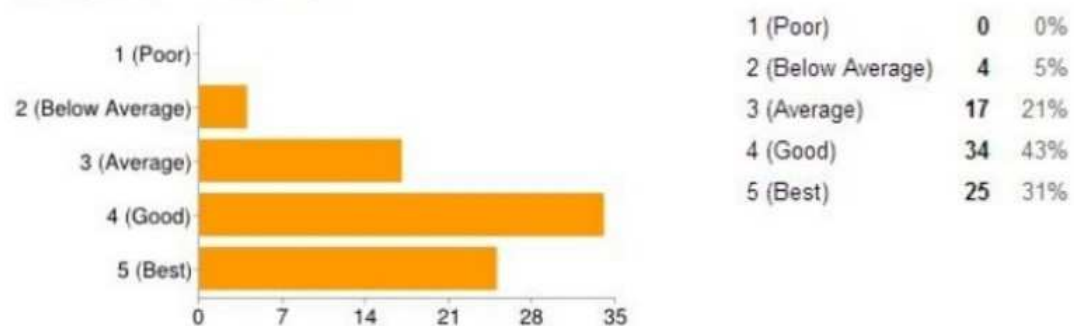


Figure 5

## 8. COMPARATIVE STUDY

- Indian people like to eat more at Domino's pizza as compared to that of Pizza hut because they are more sensible on price.
- Due to its pricing strategy and accessibility, people prefer to eat at Domino's.
- People who give more preference to service and atmosphere prefer to eat at Pizza hut.
- According to the survey taken, people think that Domino's has better food quality than Pizza hut.
- On the basis of delivery services, Domino's is better than Pizza hut.
- Most of the people give first preference to quality whereas accessibility and service remains the second.

## 9. CONCLUSIONS

Pizzas at Domino's are much better than that of Pizza Hut. The taste of Domino's pizzas better as their sauce is more palatable to our taste buds. Domino's pizzas are more cheesy than Pizza Hut, especially their Cheese Burst pizzas which appear to be literally bursting with cheese. Their garlic breads may be the best in the world and are different and definitely are something that we would like to go back to. People are giving Domino's the credit for bringing Choco Lava Cake in the mainstream dessert periphery of India which led more people to experiment with the dish.

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## **AUTHOR PROFILE**



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